Workshop EPFL-Inria
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Title: « Privacy, fairness, and transparency challenges in social media targeted advertising »

Abstract:
Social media sites such as Facebook or Twitter are funded by advertising and now constitute the primary advertisement channel for many users. They collect very detailed data about their users and, through their advertisement platform, make it available to advertisers for ads targeting. In this talk, we present three key challenges with social media advertisement platforms:
  (i) Transparency: how can users learn what data is known about them and how it is being used?
  (ii) Fairness: can advertisers target users in a discriminatory manner and if so how can we detect that?
  (iii) Privacy: does the advertisement platform leak personal information of users?
For each of these challenge, we present initial solutions and discuss remaining open questions.

This includes joint work with A. Andreou, G. Venkatadri, M. Ali, T. Speicher, Y. Liu, F. Nunes Ribeiro, G. Arvanitakis, F. Benevenuto, K. P. Gummadi, A. Mislove, and O. Goga